“Peer-to-peer technology has become one of the hottest topics lately in online video. Controversy now surrounds the role P2P will play, especially in high-quality video delivery on the Net. Does P2P have a legitimate shot at becoming a mass-market distribution model, or will networks block the traffic before it has the chance? If P2P really is cheaper and better, why haven't content providers adopted it en masse? What's missing from P2P business models? Can P2P truly support live delivery, Flash-based videos, VOD security, and broadcast audience scalability?” – Streaming Media
DCIA Member Companies Include...

- Nettwerk
- BitTorrent
- ROK Entertainment
- PlayFirst
- LimeWire
- AT&T
- Cisco
- Kontiki
- KPMG
• Abacast – 232
• AT&T – 216
• BitTorrent – 411
• Ignite Technologies – 220
• Kontiki – 207
• ARTISTdirect PiCAST – 211
Newest Entry – P2PTV
P2P Dominates Internet Traffic

File-Types on Major P2P Networks - 2006

- 65% Video
- 24% Other
- 11% Audio

Internet Protocol Breakdown 1993 - 2006

- P2P usage is widespread and growing
  - 2004 – 3 million unique IP addresses in 30 days
  - 2006 – 3 million unique IP addresses in 8 days

- Continuing impact on ISPs
  - 50-65% of downstream traffic is P2P
  - 75-90% of Upstream Traffic is P2P

Velocix Research
Open Vs. Closed P2P
A Digital Transformation
Disruptive Content Infrastructure

Infinitely Scalable, Low to No Overhead

Package, Distribute, Search, Monetize

- Register and Seed Content
- Access Content
- Deliver Content
- Transact & Monetize

Distributed Networks & Devices/ Digital Containers

Content owners have limited or no hosting or distribution overhead with unlimited capacity

Decentralized Content
Superdistribution
Low to No Infrastructure Costs
The Future of P2P
• Marty Lafferty – DCIA
• Robert Levitan – Pando
• Patty Perkins – Wachovia
• Doug Pasko – Verizon
• Barry Tishgart – Comcast